



2012

dreamstime.com

VIEWS FOR 2012

These are tense times we currently live on. We face economic and social challenges and shift in economic power.

Europe has reached a core problem: the single currency stability that is affecting and changing Europe itself. The recent veto of UK in the proposed new treaty is well understandable and what it will mean we will see early 2012. EU also welcomed a new member: Croatia.

We also saw in 2011 the real influence developing economies have. The BRIC countries showed their resilience and growth potential and most recently economic experts have predicted that China will become the world's largest economy within a decade or so.

The economic landscape for 2012, from my point of view, will be very hard and will have deep impacts socially in different countries in Europe. This already started but it will be more evident and harder during the next year.

One other change that we see is inevitably the raise of unemployment which adds to social pressure of some already struggling economies in Europe. We also see an increase in recruitment process time. In my opinion salaries have also been affected due to the larger number of candidates available in the market.

All in all we are entering further times of greater uncertainty and likely deeper changes both economic and social.

East West Export 2011

East West Export despite the economic environment where it operates, has achieved important accomplishments in new projects that involved high end products such as gourmet waters, organic energy drinks and gourmet coffee.

This strategy of diversification that is based on the core knowledge of the company allows to undertake new endeavors with confidence in the areas of food and beverages, vending and HoReCa. In areas such as vending East West Export has been introduced to new concepts and has helped develop others that if not already in the market soon will be available.

Furthermore, thanks to the skills of our team we saw an important development in training field. Companies, in particular SMEs and individuals have chosen the training East West Export provides in international business to address confidently their challenges in international markets. All the trainings are based on real global business experience and various projects that allow the programs to be practical, effective and customised.

Other than companies and individuals we also aim at extending our international business seminars to Universities that seek practical presentations for students in international business as well as stronger links between their activities and their local business communities engaged in international business. To this end we are particularly pleased to have been given the opportunity to give international business seminars at the University of Edinburgh that is

ranked among the World's best. This experience was very rewarding as sharing knowledge has always been a motivation for us at East West Export.

For 2012 we will keep developing our two core areas: Export projects consulting and training. We certainly know it will be a challenging year for us all but we strive to make out of challenges opportunities that allow us to progress and help towards knowledge sharing. In 2012 we hope to surprise you with a practical guide in international business based on global experience in different companies and industries written by one of our senior member.

We would like to thank all those that contributed to our development during 2011: companies, individuals and universities. We are very proud to have this diversified business span and look forward to keep on working with all of you.

Our message for 2012 is that despite believing that it will be a tougher year than 2011 and even with greater uncertainty, it will call upon changes to be competitive and successful in international business.

Stay with us.

Merry Christmas and a Happy New Year!



Manuel Alves
East West Export
www.ewexport.com